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January 4, 1995

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TO: Mr. J. F. Baumann
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Mr. B. K. Stockdale
Mr. D. L. Wilmesher

FROM: E. M. McAtee

SUBJECT: **AMERICAN TOBACCO ACQUISITION**

BAT advised the following classes of trade of their plans relative to the acquisition of American Tobacco.

Direct Customers

- American Performance '94 Program will remain in effect unchanged until March 31, 1995. B&W sales allocation policies will take effect immediately.

AVA Master Distributors

- Merchandising, marketing materials and programs will continue through the 1st Quarter 1995.
- B&W will announce a new B&W AVA program during the 1st Quarter 1995.

Retail Customers

- All carton and package display programs now in effect will remain in effect without interruption until March 31, 1995.
- B&W reps will present a "Performance Plus 95" merchandising program in the near future.

American Tobacco Sales Organization

- Informed to sell down car stock by Friday 1/6/95.
- Sales meetings with B&W and American Sales personnel will be conducted the week of 1/9/95.

Ed

E. M. McAtee
Business Information and Analysis

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